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Dynamics CRM
Microsoft

Microsoft Wins on Bet to Connect Dynamics CRM with Outlook

Together with Word and Excel

Microsoft is benefiting from the close integration of its technologies. There is little doubt that the Redmond company is favoring the construction of a close environment across its solutions, rather than opening up to full interoperability. And such a strategy is, in the end, paying off for Microsoft. Case in point: the latest CRM deal inked with Stay In-Home Reverse Mortgage. Tim Borquez, section manager for Stay In-Home Reverse Mortgage, especially applauded the intimate connection between Dynamics CRM and Outlook as a decisive factor in adopting the customer relationship management solution. "The key aspects of our decision were the ability of Microsoft Dynamics CRM to be implemented quickly and efficiently, as well as its strong integration with Microsoft Outlook. We liked the fact that our technical and business power users could customize the software, instilling confidence in its ability to grow as our business grows", stated Borquez. According to Microsoft, Stay In-Home Reverse Mortgage will implement Dynamics CRM into the management process, involving a nationwide customer base. The company is dedicated to streamline the access to Federal Housing Administration (FHA) reverse mortgages in the U.S. But, this latest CRM deal for Microsoft is also synonymous with a victory over Salesforce technologies. Dynamics CRM were initially up against Salesforce solutions. But, Stay In-Home Reverse Mortgage was finally tilted by the close connection between CRM and Outlook, Word and Excel. "Microsoft Dynamics CRM houses all the capabilities that a growing company like Stay In-Home Reverse Mortgage values most", said Michael Park, corporate vice president for U.S. Dynamics business at Microsoft. "It integrates and automates information gathering, analysis and forecasting with easy-to-use features that help the sales and marketing staff better target prospects and help management set a more effective course for the company's future."